

WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract # 2512645

Schedule Dates 09/05/16-10/02/16
Advertiser McCrory for Governor (30707)
Agency Strategic Media Placement (6694)
Product POLITICAL CANDIDATE (ns) (1186)
Brand NC PAT MCCROY FOR GOV (835352)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name FINK, BRANT
Phone/Fax /
CPE 45017
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments NC Pat McCrory GOV
Amy McCreary

Date Entered 05/27/16
Last Modified 09/01/16
Entered By Lisa Carter
CO-OP No
Headline # ECR25174678
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,751.25
Net Total \$9,923.75
Sales Tax

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Sep. 2016	82	\$7,650.00
Oct. 2016	22	\$4,025.00
Grand Total:	104	\$11,675.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/05/16-09/23/16	4	:30	12P- The Doctors	4	X	X	X	X	X			12	\$20.00	\$240.00	Greensboro (WXLV)	Drs	5/27/16
2.0	Normal Line / SPOT (1)	09/26/16-09/30/16	4	:30	12P- The Doctors	3	X	X	X	X	X			3	\$20.00	\$60.00	Greensboro (WXLV)	Drs	5/27/16
3.1	Normal Line / SPOT (2)	09/05/16-09/09/16	4	:30	12:57-56P- ABC-The Chew	4	X	X	X	X	X			4	\$20.00	\$80.00	Greensboro (WXLV)	Chew	9/1/16
4.1	Normal Line / SPOT (2)	09/26/16-09/30/16	4	:30	12:57-56P- ABC-The Chew	4	X	X	X	X	X			4	\$20.00	\$80.00	Greensboro (WXLV)	Chew	9/1/16
5.0	Normal Line / SPOT (3)	09/05/16-09/23/16	4	:30	2P- ABC-General Hospital	4	X	X	X	X	X				\$30.00		Greensboro (WXLV)	GH	5/27/16
6.0	Normal Line / SPOT (3)	09/26/16-09/30/16	4	:30	2P- ABC-General Hospital	3	X	X	X	X	X				\$30.00		Greensboro (WXLV)	GH	5/27/16
7.0	Normal Line / SPOT (4)	09/05/16-09/23/16	4	:30	3P- Dr. Phil	4	X	X	X	X	X			12	\$35.00	\$420.00	Greensboro (WXLV)	Phil	5/27/16
8.0	Normal Line / SPOT (4)	09/26/16-09/30/16	4	:30	3P- Dr. Phil	3	X	X	X	X	X			3	\$35.00	\$105.00	Greensboro (WXLV)	Phil	5/27/16
9.0	Normal Line / News (5)	09/05/16-09/09/16	4	:30	5:58-30P- News-News 14	4	X	X	X	X	X				\$65.00		Greensboro (WXLV)	News	5/27/16
10.0	Normal Line / News (6)	09/05/16-09/09/16	4	:30	6:28-30P- ABC-World News	4	X	X	X	X	X			4	\$100.00	\$400.00	Greensboro (WXLV)	News	5/27/16
11.0	Normal Line / News (6)	09/12/16-09/30/16	4	:30	6:28-30P- ABC-World News	3	X	X	X	X	X			9	\$100.00	\$900.00	Greensboro (WXLV)	ABC News	5/27/16
12.0	Normal Line / Football (7)	10/01/16-10/01/16	4	:30	3:30P- 6P (EST)							2		2	\$650.00	\$1,300.00	Greensboro (WXLV)	College Football	5/27/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

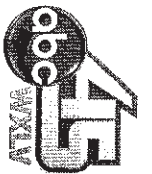
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Date:

Comments:

Aleisa Abidye 9-12-16

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbjnetw/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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CPE 45017
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Billing Type Weekly/Irregular
Comments NC Pat McCrory GOV
AMY MCCREARY

Date Entered 05/27/16
Last Modified 09/01/16
Entered By Lisa Carter
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Greensboro (WXLV)		
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13.0	Normal Line / Football (8)	10/01/16-10/01/16	4	:30	12:30P-3:30P (EST)									2	\$500.00	\$1,000.00	Greensboro (WXLV)	College Ball	5/27/16
14.0	Normal Line / News (9)	09/10/16-09/24/16	4	:30	6:28-30P-ABC-World News Monday-Friday								2		\$50.00		Greensboro (WXLV)	ABC World News	5/27/16
15.0	Normal Line / News (9)	10/01/16-10/01/16	4	:30	6:30P-7P (EST)								1		\$50.00		Greensboro (WXLV)	ABC World News	5/27/16
16.0	Normal Line / SPOT (10)	09/11/16-10/02/16	4	:30	9A-ABC-This Week								2	7	\$25.00	\$175.00	Greensboro (WXLV)	This Week	5/27/16
17.0	Normal Line / Prime (11)	09/13/16-09/20/16	4	:30	10P-11P (EST)			1						2	\$200.00	\$400.00	Greensboro (WXLV)	Shark Tank	5/27/16
18.0	Normal Line / Prime (12)	09/08/16-09/29/16	4	:30	7:57-56P-ABC-Greys Anatomy (Thursday)					1				2	\$750.00	\$1,500.00	Greensboro (WXLV)	Greys	5/27/16
19.0	Normal Line / Prime (13)	09/09/16-09/23/16	4	:30	9P-10P (EST)						1			3	\$250.00	\$750.00	Greensboro (WXLV)	Shark Tank	5/27/16
20.0	Normal Line / Prime (14)	09/09/16-09/30/16	4	:30	10P-ABC-20/20 (Friday)						1			4	\$250.00	\$1,000.00	Greensboro (WXLV)	20/20	5/27/16
21.0	Normal Line / Prime (15)	09/11/16-09/25/16	4	:30	10P-ABC-Quantico (Sunday)								1	1	\$180.00	\$180.00	Greensboro (WXLV)	Quantico	5/27/16
22.0	M/G For 18.0.1 / Prime (16)	09/08/16-09/08/16	4	:30	7:57-56P-ABC-Battlebots (Thursday)				1						\$750.00		Greensboro (WXLV)	Battlebots	6/30/16
23.0	M/G For 21.0.1 / Prime (17)	09/11/16-09/11/16	4	:30	9P-ABC-Miss America Parade (Sunday)								1	1	\$180.00	\$180.00	Greensboro (WXLV)	MISS AMERICA	6/30/16

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Greensboro (WXLV)
By Broadcast Month
Sep. 2016 82 \$7,650.00
Oct. 2016 22 \$4,025.00
Grand Total: 104 \$11,675.00

CONFIRMATION CONTRACT

Date:

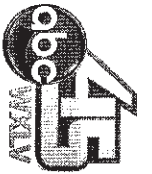
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Date:

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24.0	M/G For 16.0.1 / SPOT (10)	09/18/16-09/18/16	4	:30	9A- ABC-This Week								1	1	\$25.00	\$25.00	Greensboro (WXLV)	This Week	8/9/16
25.0	M/G For 14.0.1,14.0.2 / SPOT (19)	09/25/16-09/25/16	3	:30	9A- ABC-This Week								1	1	\$50.00	\$50.00	Greensboro (WXLV)	THIS WEEK	8/25/16
26.1	M/G For 14.0.1,14.0.2 / News (18)	09/25/16-09/25/16	4	:30	6:28-45P- ABC-World News Tonight (Sunday)								1	1	\$50.00	\$50.00	Greensboro (WXLV)	ABC World News	9/1/16
27.0	M/G For 21.0.2 / SPOT (22)	09/20/16-09/23/16	2	:30	5P- Peoples Court	2	X	X	X	X				2	\$90.00	\$180.00	Greensboro (WXLV)	PEOPLES COURT	8/25/16
28.0	M/G For 22.0.1 / Prime (20)	09/08/16-09/08/16	4	:30	7:57-56P- ABC-The \$100000 Pyramid 2 (Thursday)				1					1	\$750.00	\$750.00	Greensboro (WXLV)	\$100,000 PYRAMID	8/25/16
29.0	M/G For 18.0.2 / Prime	09/15/16-09/15/16	4	:30	9P- ABC-The \$100000 Pyramid (Thursday)				1					1	\$750.00	\$750.00	Greensboro (WXLV)	\$100,000 PYRAMID	8/25/16
30.0	Normal Line / SPOT (2)	09/12/16-09/16/16	4	:30	12:57-56P- ABC-The Chew		1	1	1	1	1			5	\$20.00	\$100.00	Greensboro (WXLV)	Chew	9/1/16
31.0	Normal Line / SPOT (2)	09/19/16-09/23/16	4	:30	12:57-56P- ABC-The Chew		1	1	1	1	1			5	\$20.00	\$100.00	Greensboro (WXLV)	Chew	9/1/16
32.0	Normal Line / News (23)	09/11/16-09/11/16	4	:30	6:28-45P- ABC-World News Tonight (Sunday)								1	1	\$100.00	\$100.00	Greensboro (WXLV)	ABC World News	9/1/16
33.0	Normal Line / News (23)	09/18/16-09/18/16	3	:30	6:28-45P- ABC-World News Tonight (Sunday)								1	1	\$100.00	\$100.00	Greensboro (WXLV)	ABC World News	9/1/16
34.0	Normal Line / News (24)	09/05/16-09/09/16	4	:30	5:00-51A- ABC-America This Morning	1	1	1	1	1	1			5	\$10.00	\$50.00	Greensboro (WXLV)	America This AM	9/1/16

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Sep. 2016	82
Oct. 2016	22
Grand Total:	104

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By Broadcast Month	Spots
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
35.0	Normal Line / News (5)	09/05/16-09/09/16	4	:30	5:58-30P- News-News 14 Carolina on ABC 45 at 6pm	2	X	X	X	X	X			2	\$130.00	\$260.00	Greensboro (WXLV)	News	9/1/16
36.0	Normal Line / News (5)	09/12/16-09/16/16	4	:30	5:58-30P- News-News 14 Carolina on ABC 45 at 6pm	1	X	X	X	X	X			1	\$130.00	\$130.00	Greensboro (WXLV)	News	9/1/16
37.0	Normal Line / News (5)	09/19/16-09/23/16	4	:30	5:58-30P- News-News 14 Carolina on ABC 45 at 6pm	1	X	X	X	X	X			1	\$130.00	\$130.00	Greensboro (WXLV)	News	9/1/16
38.0	Normal Line / News (5)	09/26/16-09/30/16	4	:30	5:58-30P- News-News 14 Carolina on ABC 45 at 6pm	1	X	X	X	X	X			1	\$130.00	\$130.00	Greensboro (WXLV)	News	9/1/16

Date:

Accepted-Station:

Date:

Comments:

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, STRATEGIC MEDIA PLACEMENT
 being/on behalf of: PAT MCCORRY, a legally
 qualified candidate of the REPUBLICAN political
 party for the office of: NORTH CAROLINA GOVERNOR
 in the GENERAL
 election to be held on: NOVEMBER 8

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:	
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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

PAT MCCRORY COMMITTEE

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

JOHN MASSACHUSETTS TREASURER, CASSIE MORRISON, ASSISTANT TREASURER

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

5/16/16

Date

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Alison Aldred Alison Aldred DD
Signature Printed Name Title